

Good Morning Ladies and Gentlemen. My name is Richard Jones. I am honored to testify before you today as the Chairman of Lusora Inc. a company dedicated to developing community based technology to allow seniors to remain in their own homes for longer, and as the founder of one the largest Internet community sites in Europe.

Building senior communities across Europe and in the United States, has given me a very privileged perspective on what actually seniors want, how they approach old age, how they cope with loneliness, and how they interact with their respective governments and health organizations.

The overwhelming majority of seniors across Europe and the United States, want to stay in their own home – even when they know they need help. In the US, the AARP found in a 2004 survey that 82% of seniors want to remain in their own homes, rather than entering into a retirement home or living with their family.

This of course, is anathema to medical health administrators, faced by the burgeoning needs of elder care, the need to centralize easy access to scant resources, and provide uniform care across the board for all.

Today, in the United States, it is a sad fact that a person who stacks shelves at a supermarket can make better money than a caregiver devoting their life to looking after seniors. The gap between the availability of people able and willing to do such important work, and the burgeoning need for elder care services is set to get dramatically bigger.

Listening to the needs of seniors has also convinced me that a community approach to healthcare in the home is vital to allow seniors to have independence, and a sense of purpose. Seniors do

not see themselves as a ‘problem:’ they want to see themselves as part of the solution.

Lusora has developed a community based platform that combines inexpensive wireless sensors with community web access. The platform provides early detection of possible problems, real-time prevention, fall management all accessible and controllable via the Internet. The community based platform allows care-givers, neighbors, family, doctors and nurses, support groups, and the most important group of all – other seniors – to help in providing senior care, help in providing a relief from loneliness, and help in maintaining the independence that is so desirable.

I believe strongly in the power of the free market, versus a socialized system of medicine. However, the support at a governmental level that I believe would be greatly beneficial to building a community platform for senior care, is as follows:

- Develop a Private/ Public global innovation initiative aimed at facilitating the dissemination of important ideas and technologies to help seniors worldwide. Governments, charities and donors worldwide are funding thousands of university based studies that tell us the same things – people are getting older and suffer from the same problems worldwide.
- Develop community-based programs that allow seniors to help other seniors in their own homes.
- Provide some reimbursement for technologies that actually help increase the quality of senior medical care while decreasing the costs.

- Provide broadband access for seniors even in remote rural areas.

Thank you, Lady Chair and members of the committee for giving me this opportunity to testify in front of you, and helping to change the lives of seniors for the better.